

**AMENDMENTS TO THE DRAWINGS**

New Fig. 4B is being submitted herewith which shows the proper legend (NEW).

### REMARKS

As the Examiner will note, claims 1, 10 and 11 have been amended and claims 25-27 have been added to the present application. Accordingly, claims 1, 2, 6-11, 14-18, 21 and 24-27 are presently under consideration in the present application.

#### Objections to the Drawings and the Specification

The drawings have been objected to because the drawings received on March 15, 2010 were not properly identified. As the Examiner will note, Fig. 4B which is the drawing which has been objected to by the Examiner, has been identified as "New." Accordingly, it is believed that this objection has been eliminated.

New Fig. 4B as well as the amendments made to the specification have also been objected to by the Examiner under 35 USC 132(a) as introducing new matter into the disclosure. These objections are respectfully traversed.

As the Examiner will note, on page 6, lines 12-14 of the specification of the present application, exact support for the subject matter of Fig. 4B as well as the amendment made to the specification on March 15, 2010 can be explicitly found. The language on page 6 of the specification clearly supports the subject matter shown in new Fig. 4B and the amendatory matter added to the specification parallels the disclosure on page 6 of the present specification but is more specific in its identification of the elements in newly added Fig. 4B. As the Examiner well knows, Figures and/or drawings can be added to a patent application when a description of the subject matter of the new figures can be found in the specification of the application as originally filed. Since this is exactly the situation in connection with the present application, it is believed that the Examiner's objections are untenable and accordingly reconsideration of the objections is respectfully requested.

#### Claim Rejections Under 35 USC 112

Claims 1, 2, 6-11, 14-18, 21 and 24 have been rejected by the Examiner under 35 USC 112, first paragraph, as failing to comply with the written description requirement. This rejection is respectfully traversed.

Since the amendments made to claims 1, 10, 11 and 21 find support on page 6 of the present application as originally filed, it is believed that for all of the reasons set forth hereinabove, claims 1, 10, 11 and 21 do, in fact, comply with the written description requirement.

#### Claim Rejections Under 35 USC 103

Claims 1-2, 6-9, 11 and 14-18, 21 and 24 are rejected under 35 USC 103(a) as being unpatentable over Shinji et al. (US 6,259,854B1) in view of Ishikawa et al. (US 5,575,549A). Claim 10 is rejected under 35 USC 103(a) as being unpatentable over Funamoto et al. (EP 08878720A) in view of Ishikawa et al. These rejections are respectfully traversed.

#### Argument over the Prior Art

The present invention is directed to an auxiliary light source device for a reflective liquid crystal display device which achieves a high light utilization efficiency and improved display characteristics. The device of the present invention includes a light source and a light directing member for directing incident light from the light source toward a reflector, outwardly along an orthogonal direction. The light directing member includes upper and lower surfaces which are disposed parallel to each other, with side surfaces connecting the upper and lower surfaces. In one of the advantageous features of the present invention, the side surface angle between the lower surface and the side surfaces is about 90°. Thus, Fig. 3 of the present application shows a practical shape of the lower surface of the light directing member which has a main surface C. Surfaces A, B and D together define a convex portion which is oriented toward the lower reflector. The angles  $\theta_a$  and  $\theta_b$  between the surfaces A and C and between the surfaces B and C, respectively, approach 90°. Thus, the convex portion of the lower surface, which can alter the incident angle of reflective light to an angle close to 90° is relatively easy to manufacture. Fig. 5

of the present application shows an enlarged view of the lower portion of the light directing member. As shown in Fig. 5, it is preferable that an angle 523 between the side surfaces 515 or 517 and a line perpendicular to surfaces 511 and 513 falls within the range of about between  $0^\circ$  and  $10^\circ$ . Because of the disposition of the side surfaces 515 and 517 of the convex portions relative to the upper and lower surfaces 513 and 511, respectively, which as defined in claims 1, 10 and 11 has an angle of about  $90^\circ$  and as defined in newly added claims 25-27 has an angle of about between  $0$  and  $10^\circ$ , the light which strikes a side of one of the convex portions is directed downwardly, substantially perpendicular to the reflector 507.

None of the references relied upon by the Examiner disclose or even remotely suggest the importance of defining the angle of the light-reflecting side walls of a light directing member as defined by the present invention. Thus, for example, the Shinji reference appears to be directed away from the present invention in its recitation in Col. 7, lines 34-37, where it is recited that the trapezoidal pattern advantageously has an angle of between  $10^\circ$  and  $30^\circ$  to achieve a large ray utility factor and to reduce loss. Also, Table 1 of the prior art reference appears to support this disclosure showing, in all of the embodiments, slope angles of  $20^\circ$  to  $25^\circ$ . The Ishikawa patent does not appear to specifically address the slope angles in connection with Fig. 30 of the reference patent and similarly, there appears to be no recognition in the Funamoto reference of the advantages to be achieved by controlling the side surface angles of the convex portions of the light directing member as defined by the claims of the present application. Accordingly, in view of the negative teachings present in the Shinji reference, and in view of a total lack of appreciation of the importance of controlling the angles of the side surfaces of the convex portions of the light directing member, it would not be obvious to combine the teachings of the respective references without completely reconstructing the teachings of the references in view of the Applicants' own disclosure.

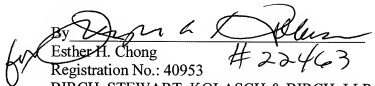
Accordingly, in view of the above amendments and remarks reconsideration of the rejections and allowance of all of the claims of the present application are respectfully requested.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Joseph A. Kolasch, Registration No. 22463, at the telephone number of the undersigned below to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Director is hereby authorized in this, concurrent, and future replies to charge any fees required during the pendency of the above-identified application or credit any overpayment to Deposit Account No. 02-2448.

Dated: August 13, 2010

Respectfully submitted,

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Attachment: New Formal Drawing (Fig. 4B)

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